

U.S. Army 2005 MWR Leisure Needs Survey Results

**235th BSB - Ansbach
Germany**

BRIEFING OUTLINE

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□ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

□ **SURVEY RESULTS**

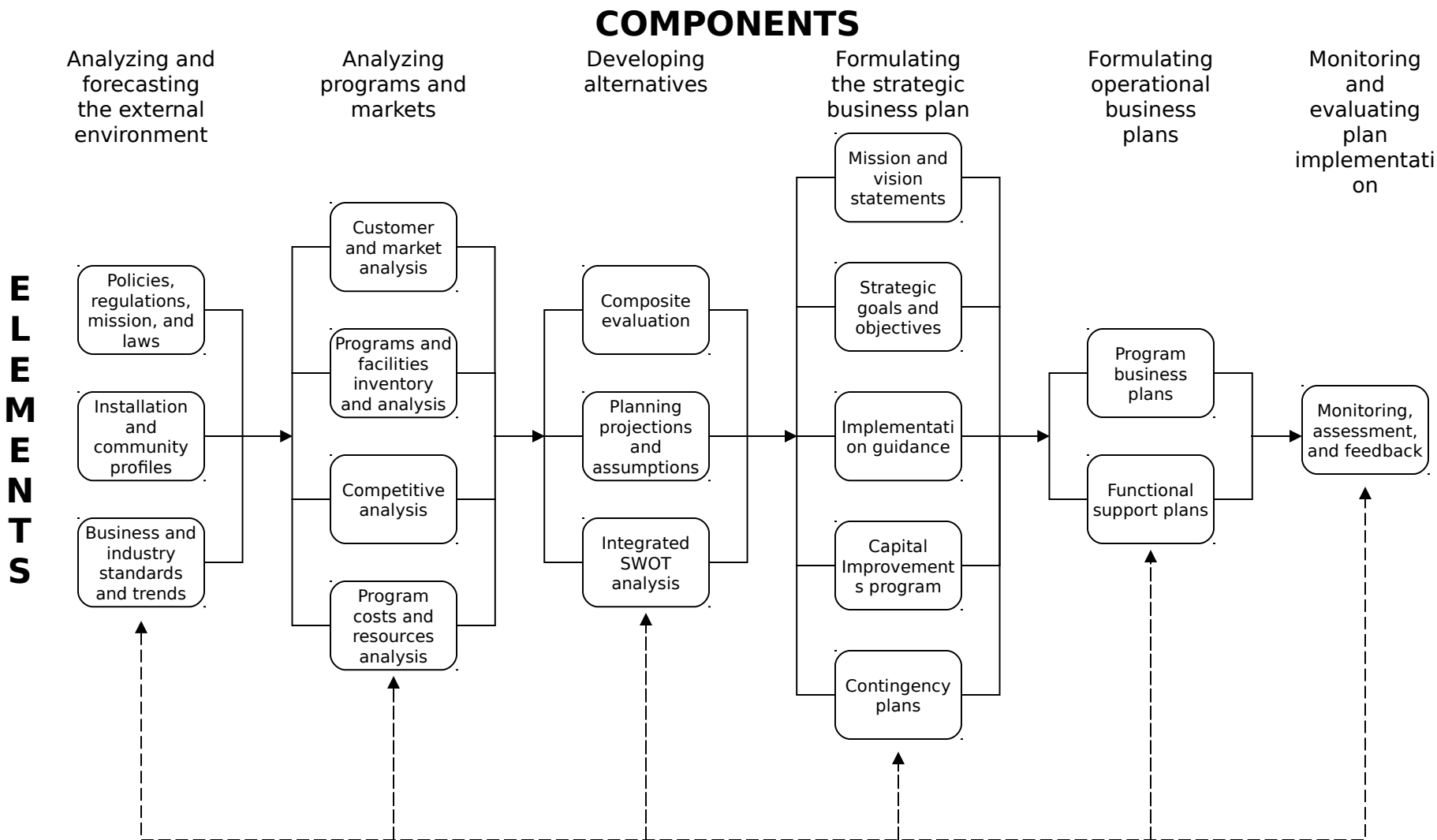
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

□ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 1,396 surveys were distributed at 235th BSB - Ansbach



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
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Active Duty	3,544	1,132	212	18.73%	±6.53%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	264	264	41	15.53%	±14.07%
Retirees	N/A	N/A	N/A	N/A	N/A
Total	3,808	1,396	253	18.12%	±5.95%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

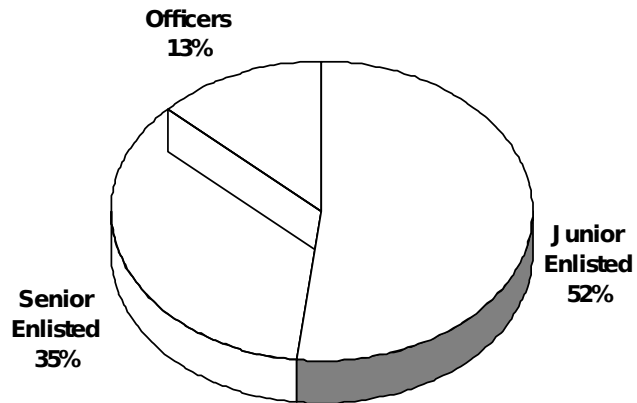
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

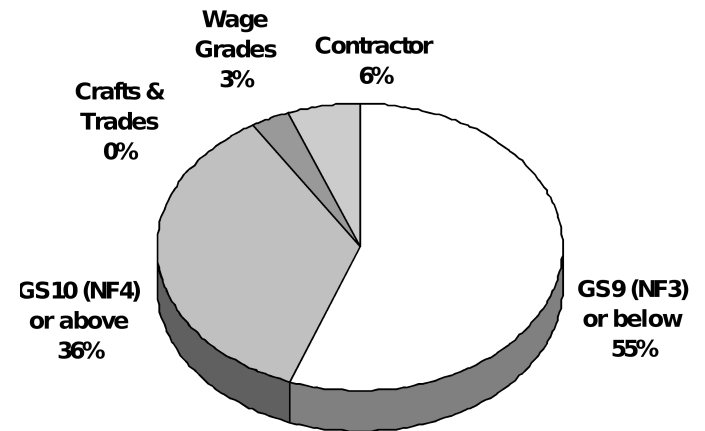
ACTIVE DUTY

(n = 201)



CIVILIANS

(n = 36)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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□ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

□ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT 235th BSB - ANSBACH

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MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	85%
Library	42%
Automotive Skills	39%
Athletic Fields	32%
Outdoor Recreation Center	20%

LEAST FREQUENTLY USED FACILITIES

Cabins & Campgrounds	5%
Youth Center	8%
School Age Services	10%
Child Development Center	12%
BOSS	13%

MWR PROGRAMS & FACILITIES: SATISFACTION AT 235th BSB - ANSBACH*

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FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.10
Outdoor Recreation Center	4.10
School Age Services	4.03
Fitness Center/Gymnasium	4.03
BOSS	3.98

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Arts & Crafts Center	3.54
Automotive Skills	3.62
Youth Center	3.77
Athletic Fields	3.84
Cabins & Campgrounds	3.84

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT 235th BSB - ANSBACH*

235th BSB - Ansbach

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	3.91
Outdoor Recreation Center	3.91
Cabins & Campgrounds	3.89
School Age Services	3.86
Fitness Center/Gymnasium	3.82

FACILITIES WITH LOWEST QUALITY RATINGS*

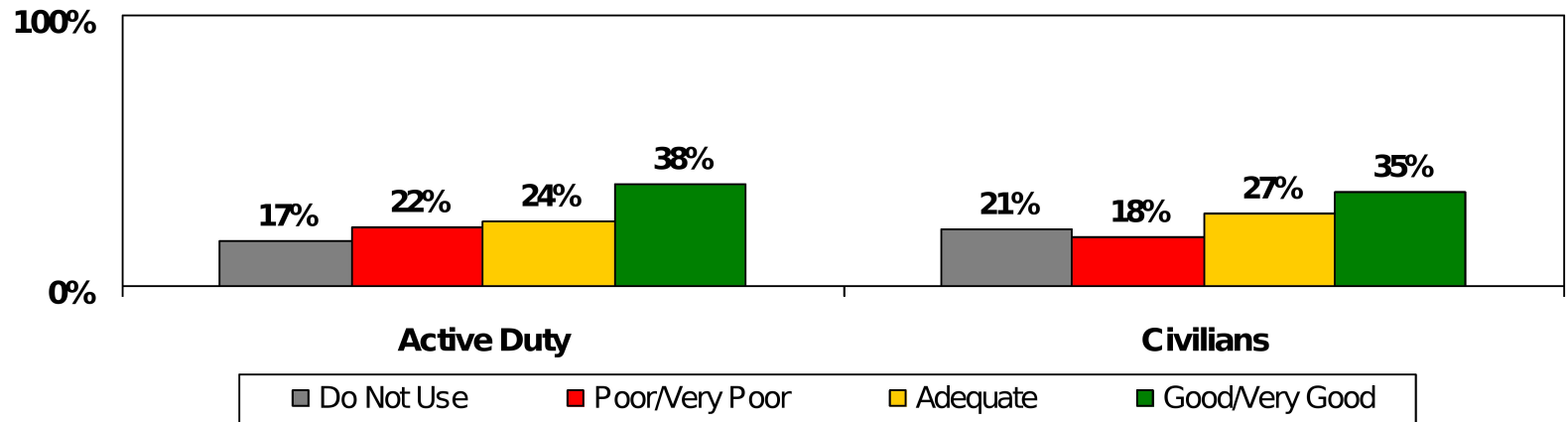
Automotive Skills	3.49
Youth Center	3.51
Arts & Crafts Center	3.57
Post Picnic Area	3.62
BOSS	3.64

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

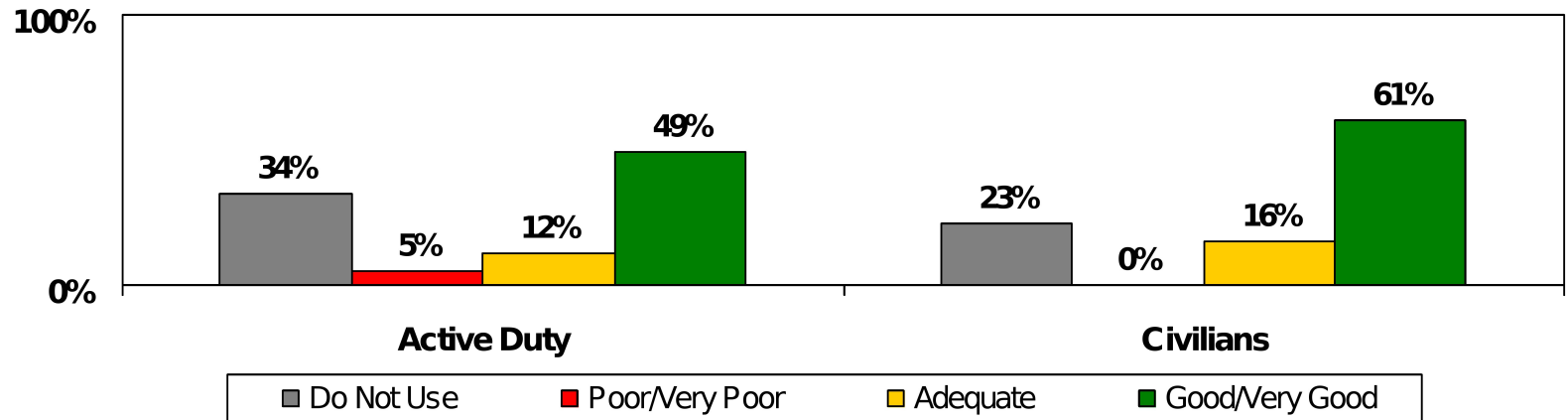
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



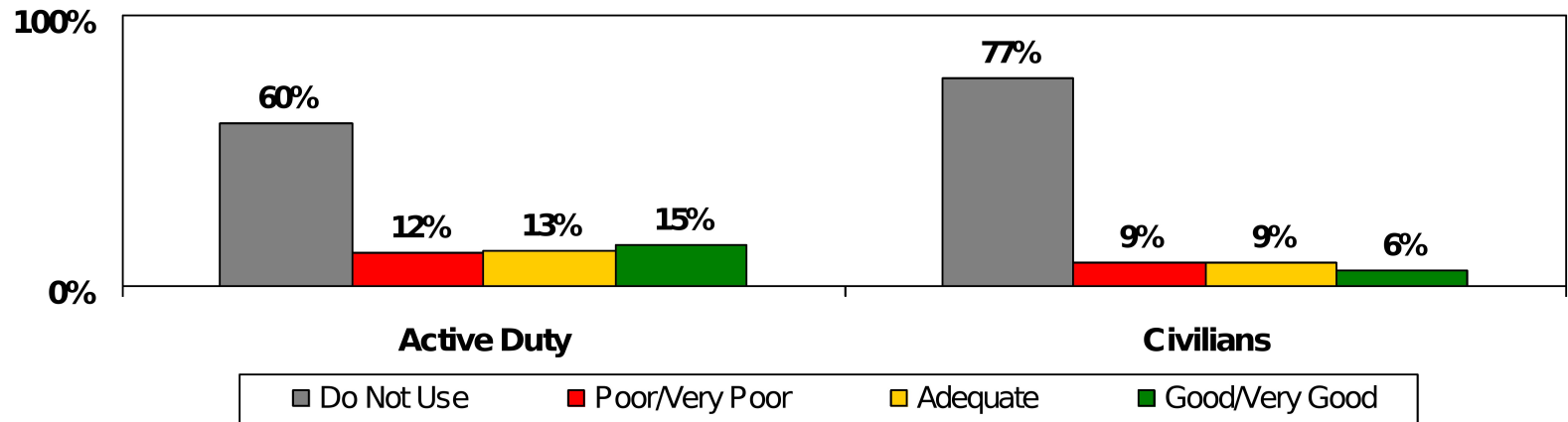
Quality of Off-Post Services



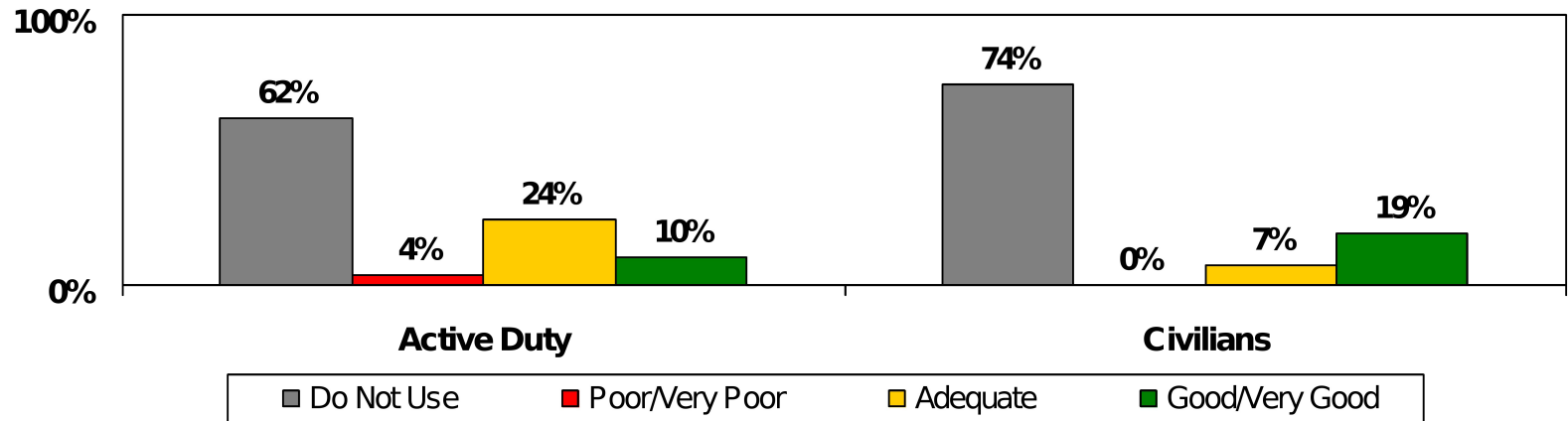
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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Quality of On-Post Services



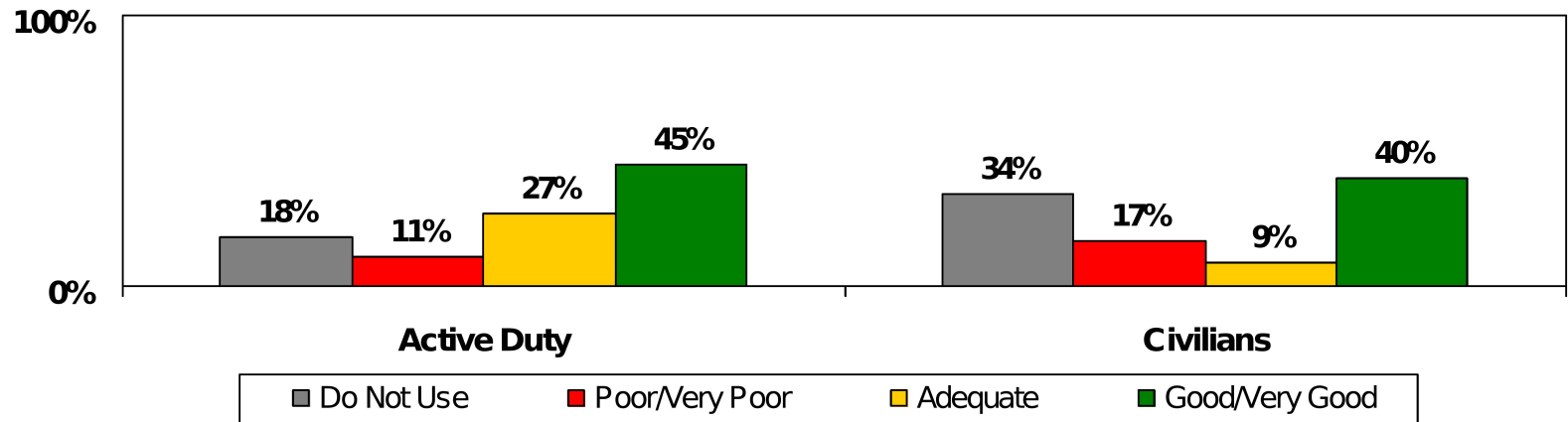
Quality of Off-Post Services



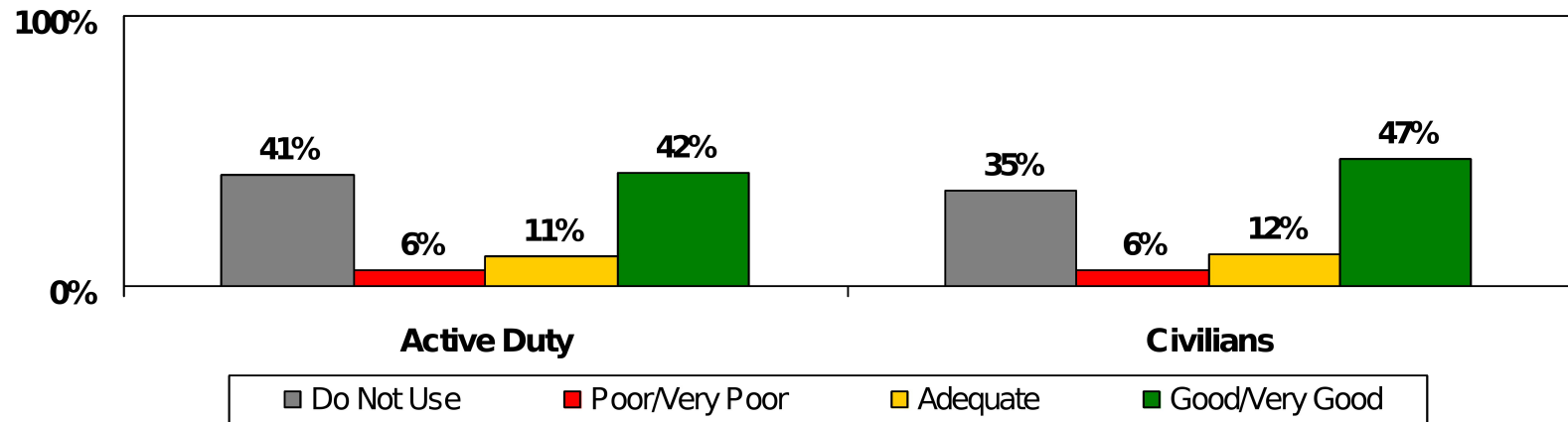
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

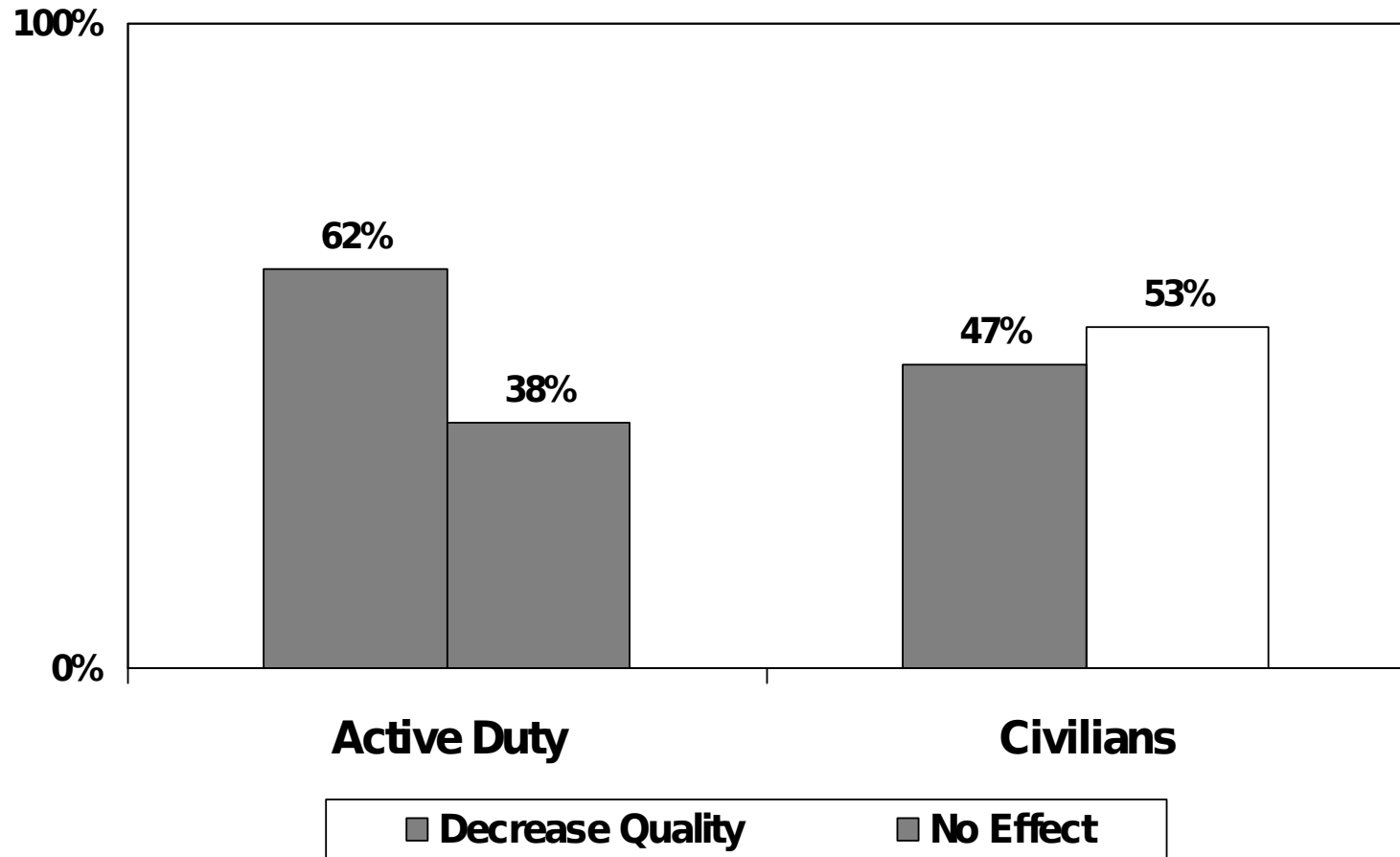


Quality of Off-Post Services



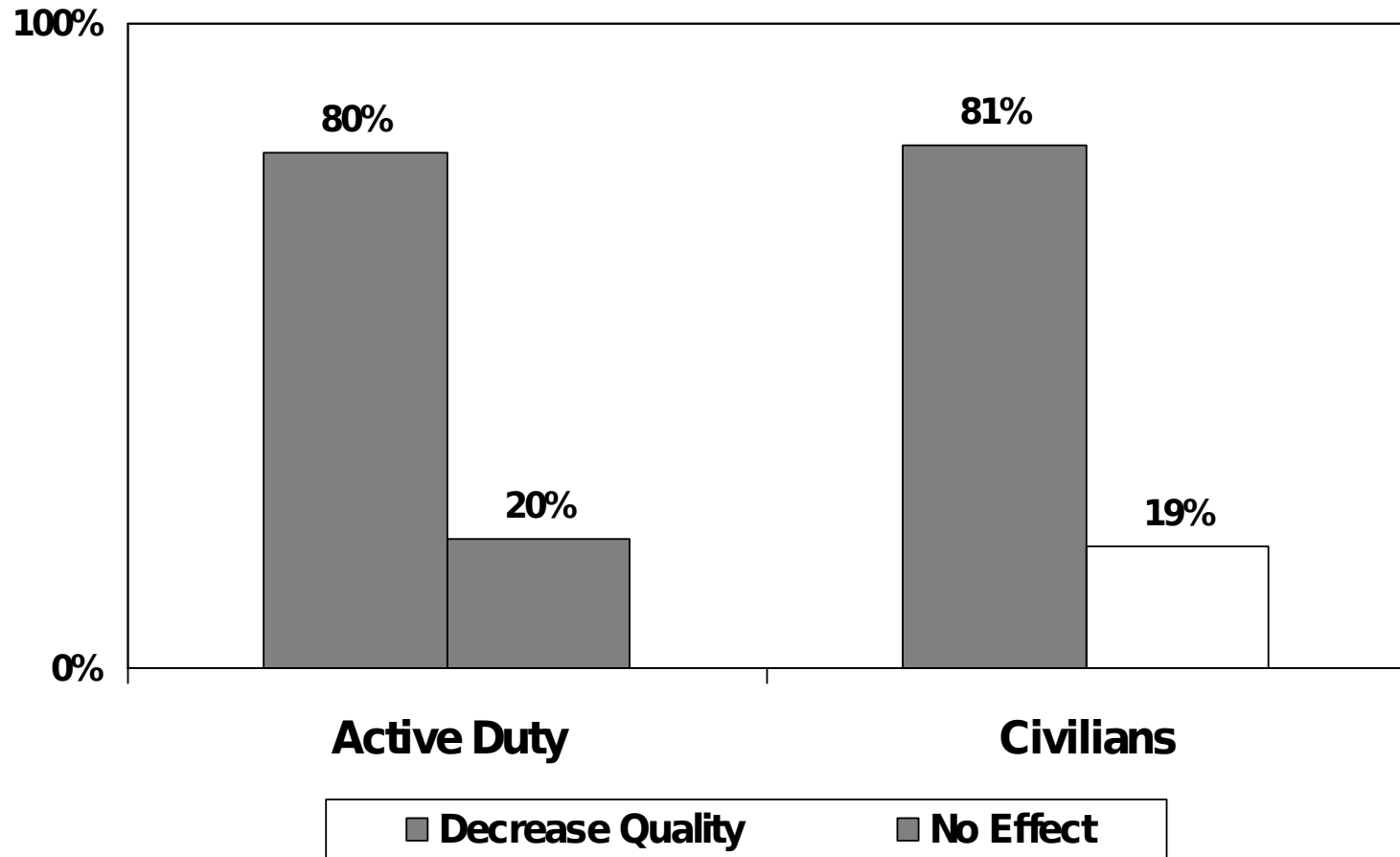
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	84%
Automotive Skills	60%
Library	56%
Army Lodging	54%
Bowling Center	47%
Child Development Center	47%
Athletic Fields	45%

RV Park	79%
Golf Course Pro Shop	64%
Golf Course	53%
Marina	53%
Bowling Pro Shop	51%
Golf Course Food & Beverage	49%
Cabins & Campgrounds	48%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	10%	25%	11%
E-mail	15%	56%	17%
Friends and neighbors	37%	44%	38%
Family Readiness Groups (FRGs)	15%	14%	15%
Bulletin boards on post	50%	39%	50%
Post newspaper	19%	56%	22%
MWR publications	16%	69%	19%
Radio	11%	44%	13%
Television	24%	25%	24%
My child(ren) let(s) me know	4%	3%	4%
Other unit members or co-workers	31%	39%	31%
Unit or post commander or supervisor	15%	17%	15%
Marquees/billboards	19%	50%	21%
Flyers	35%	50%	36%
Other	4%	8%	4%
I never hear anything	14%	0%	13%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	70%
Better Opportunities for Single Soldiers	51%
Army Community Service	51%
MWR Programs and Services	76%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL [†]
Information and Referral	60%	85%	15%
Outreach programs	53%	67%	33%
Family Readiness Groups	75%	71%	29%
Relocation Readiness Program	72%	85%	15%
Family Advocacy Program	73%	69%	31%
Crisis intervention	60%	66%	34%
Money management classes, budgeting assistance	69%	67%	33%
Financial counseling, including tax assistance	72%	80%	20%
Consumer information	47%	67%	33%
Employment Readiness Program	54%	61%	39%
Foster child care	38%	55%	45%
Exceptional Family Member Program	72%	79%	21%
Army Family Team Building	55%	77%	23%
Army Family Action Plan	50%	71%	29%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* ACS IMPACTS	ACTIVE DUTY
Satisfaction with my job	50%
Personal job performance/readiness	50%
Unit cohesion and teamwork	50%
Unit readiness	59%
Relationship with my spouse	47%
Relationship with my children	47%
My family's adjustment to Army life	44%
Family preparedness for deployments	53%
Ability to manage my finances	42%
Feeling that I am part of the military community	45%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	76%
Helps minimize lost duty/work time due to lack of child care/youth services	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	68%
Allows me to work outside my home	64%
Allows me to work at home	50%
Offers me an employment opportunity within the CYS program	41%
Allows me/my spouse to better concentrate on my/our job(s)	58%
Provides positive growth and development opportunities for my children	70%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	46%
Unit cohesion and teamwork	54%
Unit readiness	48%
Ability to manage my finances	40%
Feeling that I am part of the military community	48%
Relationship with my children (single parents)	49%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	54%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	49%
Internet access/applications (home)	48%
Entertaining guests at home	42%
Going to movie theaters	39%
Internet access (library)	38%
Running/jogging	36%
Cardiovascular equipment	35%
Night clubs/lounges	35%
Weight/strength training	34%
Festivals/events	32%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	48%
Internet access/applications (home)	47%
Entertaining guests at home	41%
Going to movie theaters	39%
Internet access (library)	38%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	82%
Entertaining guests at home	54%
Internet access/applications (home)	50%
Reading	47%
Special family events	46%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Softball	14%
Basketball	12%
Touch/flag football	11%
Volleyball	9%
Self-directed sports tournaments	8%

Outdoor Recreation

Bicycle riding/mountain biking	20%
Snow skiing/snowboarding	16%
Going to beaches/lakes	15%
Camping/hiking/backpacking	14%
Picnicking	11%

Social

Entertaining guests at home	42%
Night clubs/lounges	35%
Dancing	25%
Happy hour/social hour	22%
Special family events	20%

Sports and Fitness

Running/jogging	36%
Cardiovascular equipment	35%
Weight/strength training	34%
Bowling	32%
Walking	31%

Entertainment

Watching TV, videotapes, and DVDs	49%
Going to movie theaters	39%
Festivals/events	32%
Live entertainment	20%
Billiards/game rooms/video arcades	17%

Special Interests

Internet access/applications (home)	48%
Automotive maintenance & repair	32%
Automotive detailing/washing	24%
Computer games	21%
Digital photography	19%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	38%	N/A	38%
Cardiovascular equipment	34%	1%	35%
Watching TV, videotapes, and DVDs	33%	15%	49%
Going to movie theaters	33%	7%	39%
Reading	32%	N/A	32%
Weight/strength training	31%	3%	34%
Multi-media (videos, DVDs, CDs)	31%	N/A	31%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

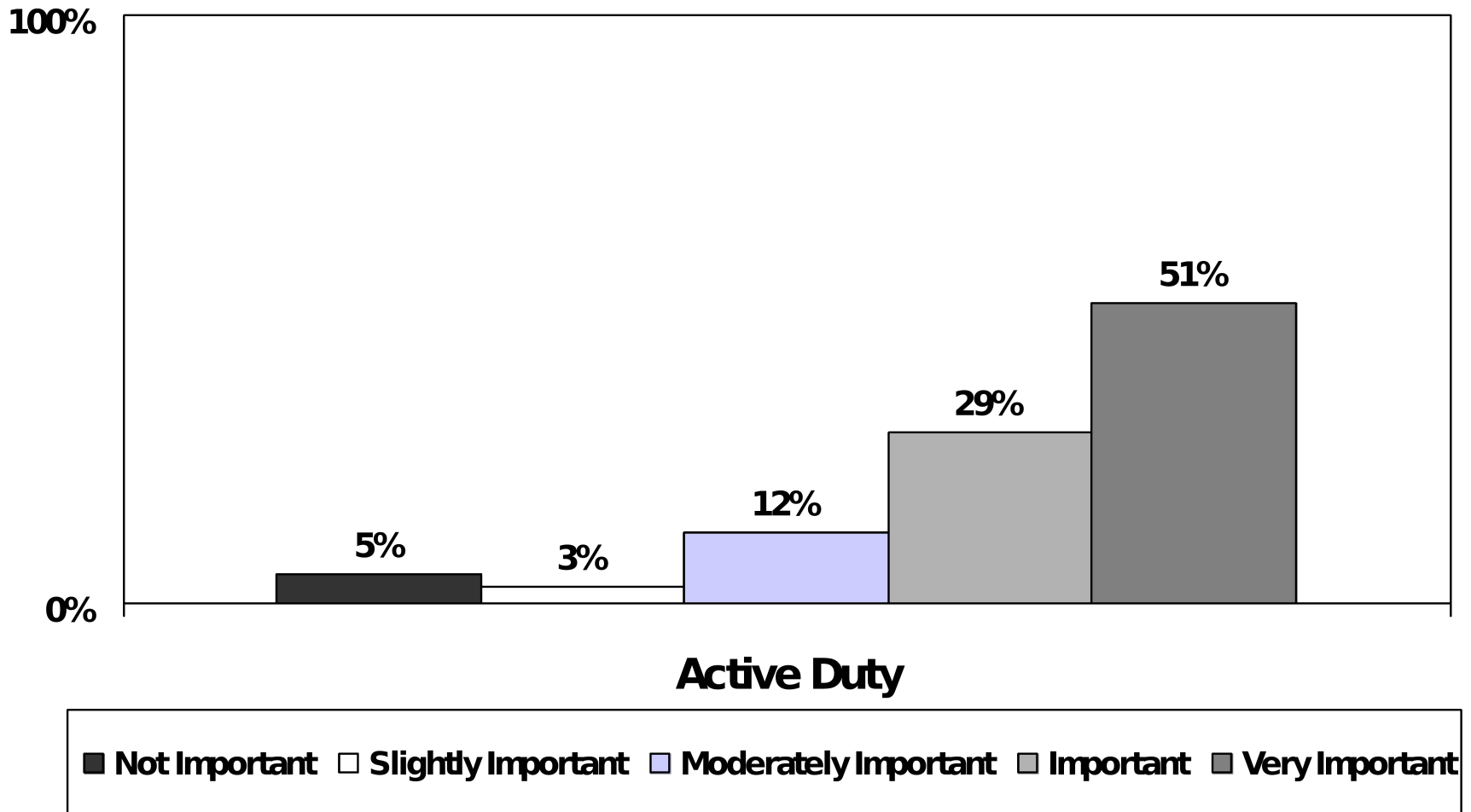
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	16%	2%	29%	48%
Automotive maintenance & repair	23%	2%	6%	32%
Automotive detailing/washing	7%	10%	6%	24%
Computer games	3%	1%	18%	21%
Digital photography	1%	6%	12%	19%
Trips/touring	3%	16%	0%	19%
Drawing/painting	2%	1%	6%	10%

*Top 7 special interest activity preferences ranked by overall participation.

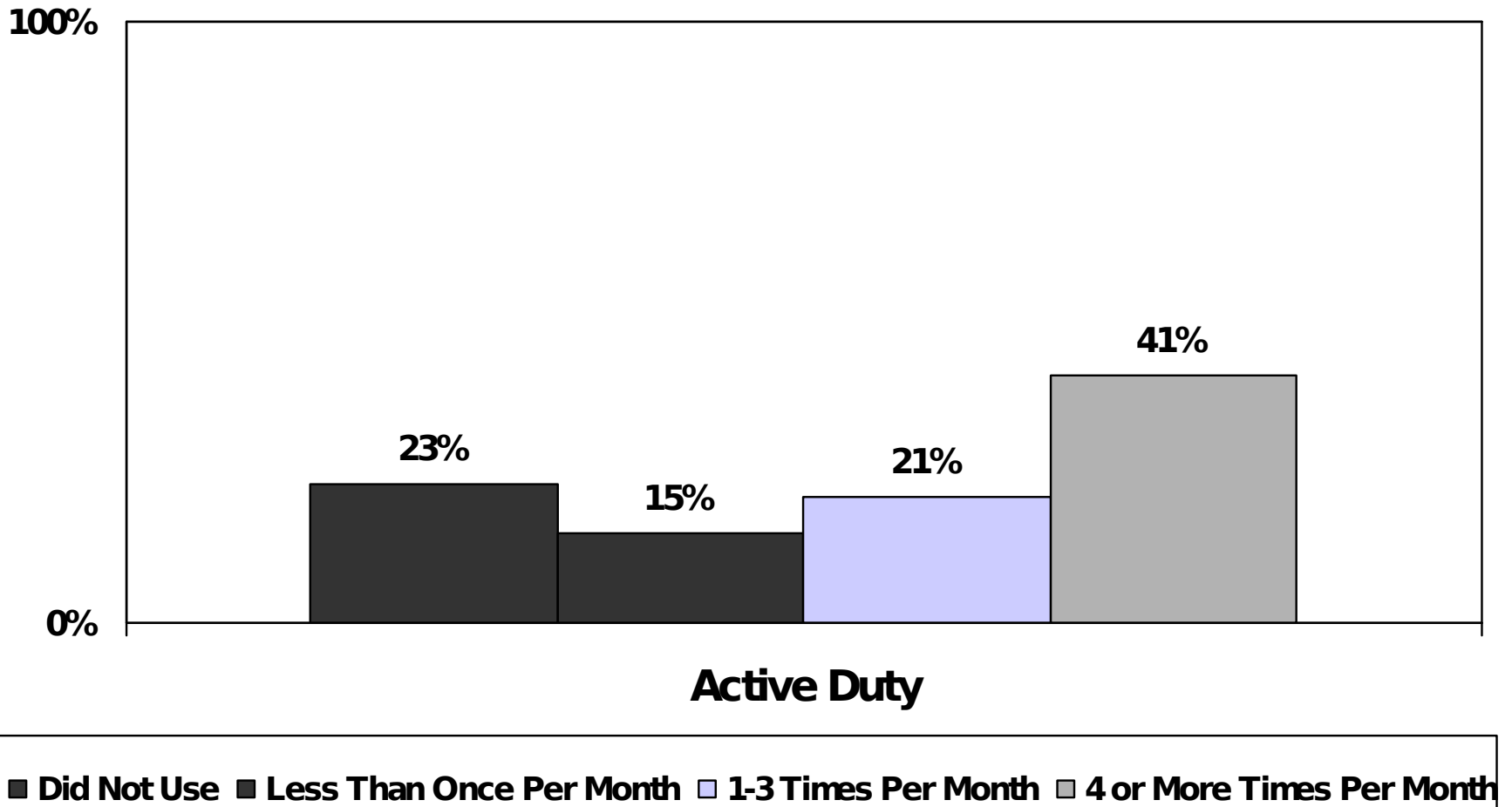
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	21%
Probably will not make military a career	13%
Undecided	22%
Probably will make military a career	16%
Definitely will make military a career	29%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)